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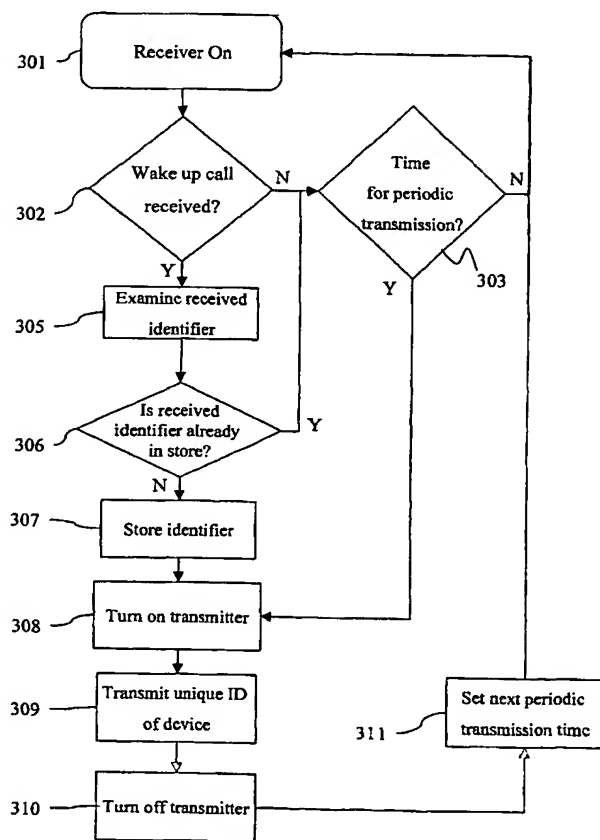
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(54) Title: WIRELESS IDENTITY TRACING SYSTEM FOR TRACING ANIMALS AND FOOD PRODUCTS



(57) Abstract: An animal electronic data collecting device comprising: a radio transmitter and receiver, a processor for controlling operation of the device and memory for storing information including a first identifier associated with the device, wherein the processor is arranged to transmit a signal, by means of the radio transmitter, and to receive, by means of the radio receiver, one or more signals, each representing a second identifier from other devices and the processor is arranged to store in the memory each second identifier, wherein the default operating condition of the device is for the radio receiver to be in a receive condition (301) and, on receipt of a wakeup call (302), the processor is arranged to place the radio transmitter into a transmit condition (308).



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